Marketing 101: Developing a Communications Plan for your School District's Foodservice Program

Catherine Strohbehn, PhD, RD, CFSP HRIM Extension Specialist

What do you do? What is your job?

What do you do?

- How you answer tells a lot about the message you are currently sending
- Last Survivor TV show lunch lady?
- Likely "do" a lot more than give yourself credit for

What is a Marketing Plan?

- A marketing plan is a comprehensive plan
- Includes elements such as the what and the how of communication to your stakeholders or your audience.
 - Who are your trying to reach?
 - What is your message?
 - How can you best get that message across?

Who is Your Audience?

- Students
- Staff
- Parents
- Board members
- Community members
- Community businesses
- Bureau of Nutrition, Health and Transportation
- Local inspectors
- Other?

Notes:

In Iowa, public school districts receive support from taxpayers, property owners, and through sales tax if local option sales tax in place. So, all feel they have ownership in the district.

Goal of school meals are self-supporting, but you can't stand alone completely – so have to work with all stakeholders.

What is your message?

Crafting your message

- Define what you do
- Who is involved
- Telling your story

So many choices!

Your message might be about:

Food - menu, quality, selection, nutrition, safety

Service – providers, quality, environment

Facilities – ambiance, cleanliness, flow

Communication Methods: External or Off -Site

Newsletter

Menu

Web site

Direct mailings

Presentations to:

- PTO
- School board
- SNA groups
- Community business groups

Research has shown

As parents feel good about school lunch their opinions will influence the children

Tell your parent groups:

- -we are listening to your kids
- -we are giving them enough time to eat
- -If your children participate in school lunch they will receive a healthy hot lunch.

from: The Journal of Child Nutrition and Management

Communication Methods: Internal or On- Site

- Bulletin boards
- Posters/signage/Table tents Point of Sale (POS)
- MBWA management by walking around
- Role Modeling afternoon session
- Classroom presentations
- Student government/advisory panels
- Staff meetings
- Monthly Cafeteria Promos
- Type and Placement of Service equipment (i.e milk coolers)

Example: Communication about Menu

Audience: Community members

Message: Menu options

Typical methods used:

- Web site
- Newsletters
- Friday folders
- Bulletin boards
- POS
- Others?

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MONDAY	TUESDAY	WEDNESDAY	THURSDAY 1 K-3 Fish Shapes	FRIDAY 2 Corn Dog or Beef
FEE	BRUARY - 2 MENU	4-12 Fish & Cheese on a Bun or Chicken Caesar Salad Chips & Salsa *Fresh Veggies Rice & Raisins **********************************	& Barley Soup Baked Beans Pineapple & Kiwi Frosted Grahams Catmeal or Cereal & Cinnamon Bread	
5 Chicken & Noodles on Mashed Potatoes or Taco-topped Baked Potato Muffin ***********************************	6 Deli Turkey & Cheese wrap or Chicken Patry on a Bun *Broccoli with Cheese sauce Honi-munchibles ************** Cereal & Muffin	7 Cook's Choice Late Start - No Breakfast	8 Chicken Drummies or Meatball Sub Green Bean Casserole School-baked Bread Scrambled Eggs & Ham Hasbbrowns	9 Egg Patty & Waffles or HH Masher - Gobbler Baked Cinnamon Apples Breakfast Pizza
12 Hamburger on a Bun or *Cheesy Vegetable Soup Sun Chips *Fresh Veggies Apples with caramel dip ************************************	13 Pizza Dipper with sauce or Doli Wrap Garden Salad Yogurt Parfait ************************************	14 Straw Hats or Scalloped Turkey Casserole Sweetheart treat Breakfast Break	15 Teriyaki Chicken on Rice or Tuna Salad Sandwich Mandarin Oranges Bagel with jelly ***********************************	16 K-3 Popcom Chicken 4-12 Chicken Fajita or Fruit & Yogurt Parfait ************************************
19 Beef Stew or Taco Salad Fresh Fruit Salad Oatmeal Bread & Jelly Cheese Omelet and Cinnamon Toast 26 Chicken Strips or Pizza Boat *Veggie Stir-fry Whole Grain Pretzel Stick Rice Krispie Treat	20 Peanut Butter & Jelly Sandwich with Chicken Noodle Soup or Pasta Animal Crackers ************************************	21 Shrimp Poppers or *Baked Potato with Broccoli & Cheese Cottage Cheese Fresh Pineapple Monster Cookie ************************************	22 Pork Gravy on Mashed Potatoes or Chicken Caecar Wrap Glazed Carrots Dinner Roll *********** French Toast & Egg Patry A word about or fruit and/or vege are offered with *Menu includes Harvest of the M Harvest of the M	table selections all menus. Broccoli, the
Breakfast Hot Pocket	Trix Yogurt & Animal Crackers	Breakfast Break	Thirtest of the I	Tonia Vegenore

Missed Opportunity?

Menu items

- Promotion breakfast, nutrition and wellness?
- Examples
- Straw poll Is it a good idea to market use of whole grains and other high nutrition foods, such as corn dogs with whole grain breading?

What about contact information

Who to call if questions or web site link?

Sources of food products

Are local vendors supported, ie Farm to School? Food with a Face campaign

Logo or Brand

Put a face on your products - do you have a logo?

Examples of Breakfast Promotions

- Don't Be A Turkey-Eat Breakfast
- Eat To Be Smart-Have a Happy Heart!
- Spring Fling
- Stick to Nutrition-Eat Breakfast
- Erase Hunger-Eat Breakfast to Be Smart
- On Top of Your Game with School Breakfast

From: Put Your Breakfast Promotion in Motion SNA ANC 2007 presentation by

Margie Graham, RD, LD
St. Louis District Dairy Council



MONDAY 4/2 Annual Leave



TUESDAY 4/3

Annual Leave



WEDNESDAY 4/4



THURSDAY 4/5

Annual Leave



FRIDAY 4/6

NO SCHOOL: Spring Break 4/2-4/9

	MONDAY 4/9	TUESDAY 4/10	WEDNESDAY 4/11	THURSDAY 4/12	FRIDAY 4/13
	Teacher Workday	Bosco Bread Stick	Breakfast Hot Pocket	Sausage Griddle Cake Sandwich	Sausage Biscuit
	١	Breaded Chicken Pattle on a Bun Ravioli w/w Grain Rall "Blatck-yed Peas & Rice w/w Grain Rall Fresh Glazed Carabites Tuntip Greens Black-yed Peas Grapes Applestate Lettuce, Tomato w/ Pickles	Hamburger on a Bun BBQ Chicken w/wo Grain Roll "String Cheese Portion + 4 ors Strowberry Vagurr w/wo Grain Roll Mixed Fresh Squash & Onions Moshed Potatoes Fresh Apple/Thineapple Fluff Lettuce, Tomato w/ Fickles	Carn Dog Chicken Parmiginan w/w Grain Koll "Almands + 4 oz Strawberry Yogurt w/wo Grain Koll Broccoli Potato Wedges Banana Fruit Cocktail	Nachos w/ Meat, Cheese & Salso Salso Windows w/ Cheese & Salso Fish Muggets w/w Combread Refried or Pinto Beans Com Peothes Fresh Pear Cole Slow Sheedded Lettuce w/ Diced Tomathes Celery Sticks & Carabites
	OFFERED IN	MUHCH BOX MEAL: Chicken Fajita	MUNCH BOX MEAL: "Notho	MUNCH BOX MEAL: Pizzo	MUNCH BOX MEAL: "String Cheese & Yogurt

MONDAY 4/16	TUESDAY 4/17	WEDNESDAY 4/18	THURSDAY 4/19	FRIDAY 4/20
Chicken Biscuit	Breakfast Hot Packet	Breakfast Pizza	Blueberry Muffin & String Cheese	Steak Biscuit
"Cheese Pizzon Pepperoni Pizzon Swiss Sneek over Rice w/w Grain Roll Spinach Com Fresh Apple Pears	Hot Deg on a Bun v/w Chil Lacagna v/w Grain Roll "Blackeyed Peas & Rice w/w Grain Roll Fresh Carobines Baked Vegetarian Beans Blackeyed Peas Pear Peaches Cole Slaw	Fizza Focket Meatballs with Grary over fice w/m Grain Roll Green Beans Sweet Potato Soufflé Grapes Pineapple	Chicken Nuggets w/w Grain Roll Sloppy Jee an a Bun "Cheese Staffed Patato w/w Grain Roll Broccali Whole Baked Patato Banana Fruit Cocknil Cole Slow	"Mocroni & Chees Bake w/w Sweet Poteto, Muffin or Square Fish on a Bun Steamed Cabbage w/w stredded carrot garrish Tatar Tats Orange Applessaure Cole Slaw
OFFERED IN	MUNCH BOX MEAL: Chicken Fojita	MUNCH BOX MEAL: "String Cheese & Yogurt	MUNCH BOX MEAL: Pizzo	MUNCH BOX MEAL: "Nocho



MONDAY 4/30 Chicken Biscuit

"Cheese Pizza Pepperani Pizza Beef Strip Steak w/ Rice & Gravy w/wo Grain Roll

Spinach Corn Fresh Apple Pears



Child Nutrition works in partnership with Mecklenb County Health Dept. "All Foods Fit" with "Fit City for Fx Families



Come join us at the Charlotte Earthday celebration at Ray's Splash Planet on April 21, 2007. Visit www.WipeOutWaste.Com under Residential Waste Reduction to learn more.

MEAL PRICES

CHARACTER TRAIT OF THE MONTH

PERSEVERANCE

Stay the task. Do not give up. Demonstrate commitment pride and a positive attitude in completing tasks.

Calcium and Vitamin D Essential Nutrients for Bone Health

For a lifetime of healthy bones:

- Consume 3 servings of low-fat or fat-free milk or other dairy products every day.
- If you don't or can't consume milk, supplement your diet with calcium from calcium –fortified foods and beverages.
- Be physically active with weight-bearing exercise like walking, running or weight training.

Get your whole grains and increase fiber intake:

- Whole grains are important because they contain essential vitamins and minerals and provide carbohydrate to fuel our bodies.
- Also, whole grains contain lots of dietary fiber.
 Fiber can have such benefits as reducing blood cholesterol levels, maintaining blood sugar levels and help to prevent obesity.
- A variety of cold careel and fruit/juice is offered at breakfest daily.
- Solads and fruits offered at lunch daily.
 For product information or natrition enelysis, contact your cafeteria manager.
- Here subject to change without prior nation.

 All soups are served with crackers.

 In following products contain ports: pagamoni, sousage bissuit, sousage beaut, sousage based, becelfact sousage circum.
- EBQ sandwich and golatin.

 We serve turkey here, tarkey corn dags,
 beaf/turkey hot dags, and veggio pizza podset
- Applications for free or reduced meets are available all year at year drild's school.
- Wait our website at www.cms.k12.nc.us.

 Each child may salect one milk choice at break
 fast or lunch.
- A complete hands models of on entires, two sides, and milk. Sudents must select a minimum of on entires and one side to have the purchase count on some.
 A Regen father of Beens and Bios is available dully in all school culterties upon request. Fleese give your cultertain ramager one day notice when requesting this option.
- "USDA is an equal opportunity provider and amployer."

Posters for Schools

Child Nutrition Helps



IOWA STATE UNIVED University Extension

Make the Choice



Examples of Farm to School Promotion



Examples branding - Join in the School Spirit



What else can we say to our audiences about School Meals?

- HACCP food safety plan
- Wellness Policy
- New equipment
- Pricing structure or fee policies
- Allergens
- Nutrition
- Staff training or accomplishments
- Healthy food choices
- New menu ideas
- Updates to the dining area

What is on Your Web Site?

What's on your web site?

Mission of school nutrition program

Menu

Contact person

Pricing information

Nutrition and Wellness information

Product information and procurement process – i.e. beef recall

Allergens

Food Safety Plan

Staff Training

Other?





Edit View Favorites Tools Help



















http://www.novi.k12.mi.us/District/foodServices/default.aspx

Links Novi Help Desk - Extension 1268



NOVI COMMUNITY SCHOOL DISTRICT





Schools District

Teaching & Learning

Athletics

Communications

Parents & Community



0





25345 Taft Road, Novi, MI 48374 (248) 449-1225



JoAnn Clements, Director Nutrition and Food Services jclements@novi.k12.mi.us

Nutritional Tip

There are no bad foods -only amounts that are unhealthy. Unless you are allergic to a

NCSD Nutrition and Food Service Department

Novi Community Schools Nutrition and Food Service is committed to providing and serving foods that best enhance our students' academic, athletic and personal performance. Novi's Food Service Department prepares lunch for over 6000 students daily, preschool through 12th grade. U.S.D.A. guidelines are followed to ensure that our children are offered healthy choices at every age level. Each lunch includes a main entree and side choices of 1% chocolate or white milk, juice, fruit, vegetables and breads. Many schools offer a variety of ala carte items that can be purchased separately. Click onto your child's school site to view additional information.

Read more >>

"YOU ARE WHAT YOU EAT"

"You are what you eat" has never been more true than it is today. Current research shows that the kind of food we fuel our bodies with directly affects how we learn, how we work - even how we sleep. Novi Schools Nutrition and Food Service Department strives to offer a healthy selection of breakfast and lunch items, as well as our students favorite snack choices.

Links

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Food Service Homepage High School Food Service Middle School Food Service Novi Meadows 5 Food Service Novi Meadows 6 Food Service Deerfield Food Service Orchard Hills Food Service Novi Woods Food Service Parkview Food Service Village Oaks Food Service Five Star Catering Classroom Catering Wildcat Plates & Cups



E Done

food use moderation in all vou





Internet







MAY MENU

WEDNESDAY

CHEF SALAD W/

WHOLE WHEAT ROLLS

PIZZA

(PLAIN CHEESE OR

PEPPERONI)

Lunch price is \$2.00 and includes entree, fruit or juice, cold or hot vegetable, assorted breads, white or chocolate 2% milk. The Novi Public School District prohibits unlawful discrimination on the basis of race, color,

religion, sex, national origin, age, height, weight, marital status. handicap or disability in any of its educational programs or activities. Please keep your child's account current. Include the students first and last name on your check, made out to "Novi Schools Food Service. Please note an additional \$10.00 charge will be added on all checks returned for insufficient funds. For questions regarding your child's account, please contact your students school and ask for the food service cashier between 10:30am-1:00pm.

JoAnn Clements

Nutrition and

Food Service Director

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novi.k12.mi.us

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TUESDAY

DRUMSTICKS W/MASHED

POTATOES & GRAVY

CEREAL FOR

LUNCH WITH

FRUIT YOGURT

PIZZA DAYS

Orchard Hills May 20

Village Oaks May 27

(Extra Slice \$1.50)

May 6

May 12

May 13

Deerfield

Parkview

Novi Woods

T Select Text • T

MONDAY

HAMBURGER

ITALIAN CHEESE

STUFFED

BREADSTIX

Deerfield Elementary

Lori Dumas, Cook

Novi Woods Elementary

Mary Dolph, Cook

Parkview Elementary

Theresa Ronald, Cook











Internet

Done Done

 11×8.5 in

Comments

Bookmarks

Signatures





10oz Water

Juice Box

THURSDAY

PASTA BAR W/

BREADSTICKS

MORNING STAR FARM

VEGETARIAN PATTY

ALA CARTE ITEMS

Milk/4oz Juice \$.40

(Snacks vary at each

school)

\$.50

\$.50



FRIDAY

SOFT TACOS

FISH PATTY

SANDWICH

Orchard Hills Elementary

Maria Proodian, Cook

Village Oaks Elementary

Kris Ridal, Cook



How else can we say it?

- Web site delivery is method of choice as an information source for today's families
- More than just the menu
- All points can be posted
- Example food safety or local foods site
- Can save your time in long run
- Most districts have web person
- Visibility = recognition = perception of success

Why bother?

- You have enough to do, right?
- Visibility > perception > reality
- All members of school meals team need to remember they represent the program
- School meal programs are integral to academic success of district
- Are also complex and involve many aspects
- If you don't tell your story, who will? Remember, there are choices

One Idea - School District Child Nutrition Program Calendar

- Included
 - menus each month
 - school holidays, early dismissals, etc.
 - nutrition and health messages
 - favorite recipes
 - contact information about foodservice program
 - policies about pricing, payment and allergens
- Opportunity to partner with district organization?
 - PTO
 - FFA
 - TAG



Child Nutrition Services

A recipe for excellence



2006-2007

Calendar



Communication Activity and handout

What is your message

District foodservice staff attend SNAI workshop

Who is your audience

Administrators, board members, staff, community

How will you communicate it?

school newsletter, email to superintendent and/or building administrators, web site

Merchandising School Meal Program Internal or On-Site Efforts

- More sales leads to more revenue
- School meal program part of school health environment
- Focus on participation rates and a la carte sales
- Who is your customer what are their expectations?
 - Students
 - Parents
 - Staff
- Decisions are made on the line –
- How can you influence these decisions so healthy food choices are made?

What are some POS strategies to increase sales and educate?

- Environment
- Equipment
- Layout
- Packaging
- Signage
- Service staff

Considerations in Merchandising

- How is food presented?
- What do your customers see?
- Some small things can lead to big transformations
- How can we go beyond stainless steel?
- Attention to physical safety and sanitation
- Customer service issues

Service Environment and Equipment

Consider other options available to your customers

- food from home
- a la carte
- vending
- delivery
- off campus

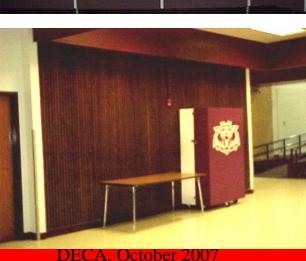
So, challenge is to keep students on school and in the cafeteria

From SNA ANC 2007 presentation by C. Lee in Plano, TX

PSHS Before Renovations









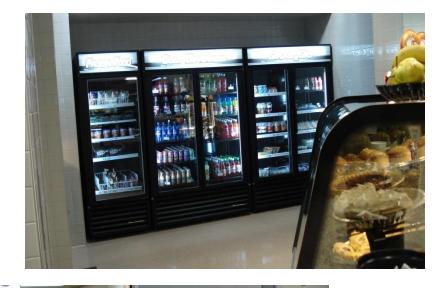




ober 2007 Lee, C.

PLANO SENIOR HIGH SCHOOL C-STORE (After renovation)











"FRISCO ISD













Anywhere School District









